PESTEL FRAMEWORK

POLITICAL

Examples of topics to consider:
- Government policies
- Political stability
- Tax policies
- Trade restrictions

ECONOMIC

Examples of topics to consider:
- Economic growth
- Exchange rates
- Inflation rates
- Unemployment trends

SOCIAL

Examples of topics to consider:
- Cultural trends
- Demographics
- Population growth rates
- Lifestyle changes

TECHNOLOGICAL

Examples of topics to consider:
- Innovations
- Technology development
- RDI activity
- Automation

ENVIRONMENTAL

Examples of topics to consider:
- Environmental regulations
- Climate change
- Biodiversity loss
- Water scarcity
- Sustainability initiatives

LEGAL

Examples of topics to consider:
- Laws
- Regulations
- Intellectual property rights
- Industry standards

EXAMPLE

EUROPEAN PARTNERSHIP

Co-funded by the European Union

PESTEL FRAMEWORK

POLITICAL	ECONOMIC	SOCIAL
TECHNOLOGICAL	**ENVIRONMENTAL**	**LEGAL**

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